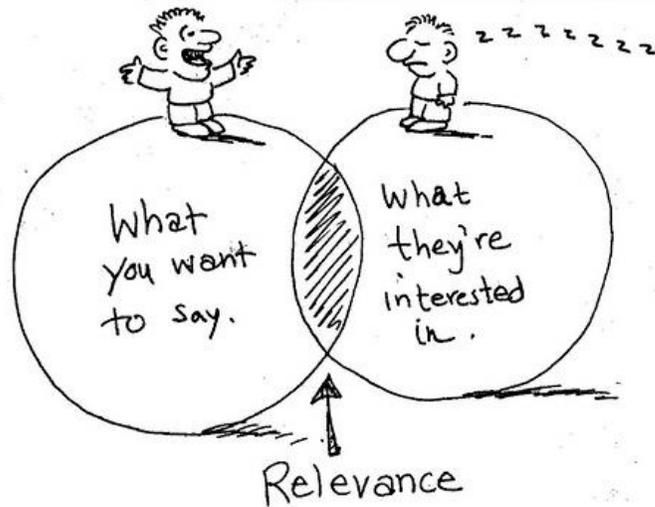


The University Museum

Five Ways to Stay Relevant



Charlie Walter

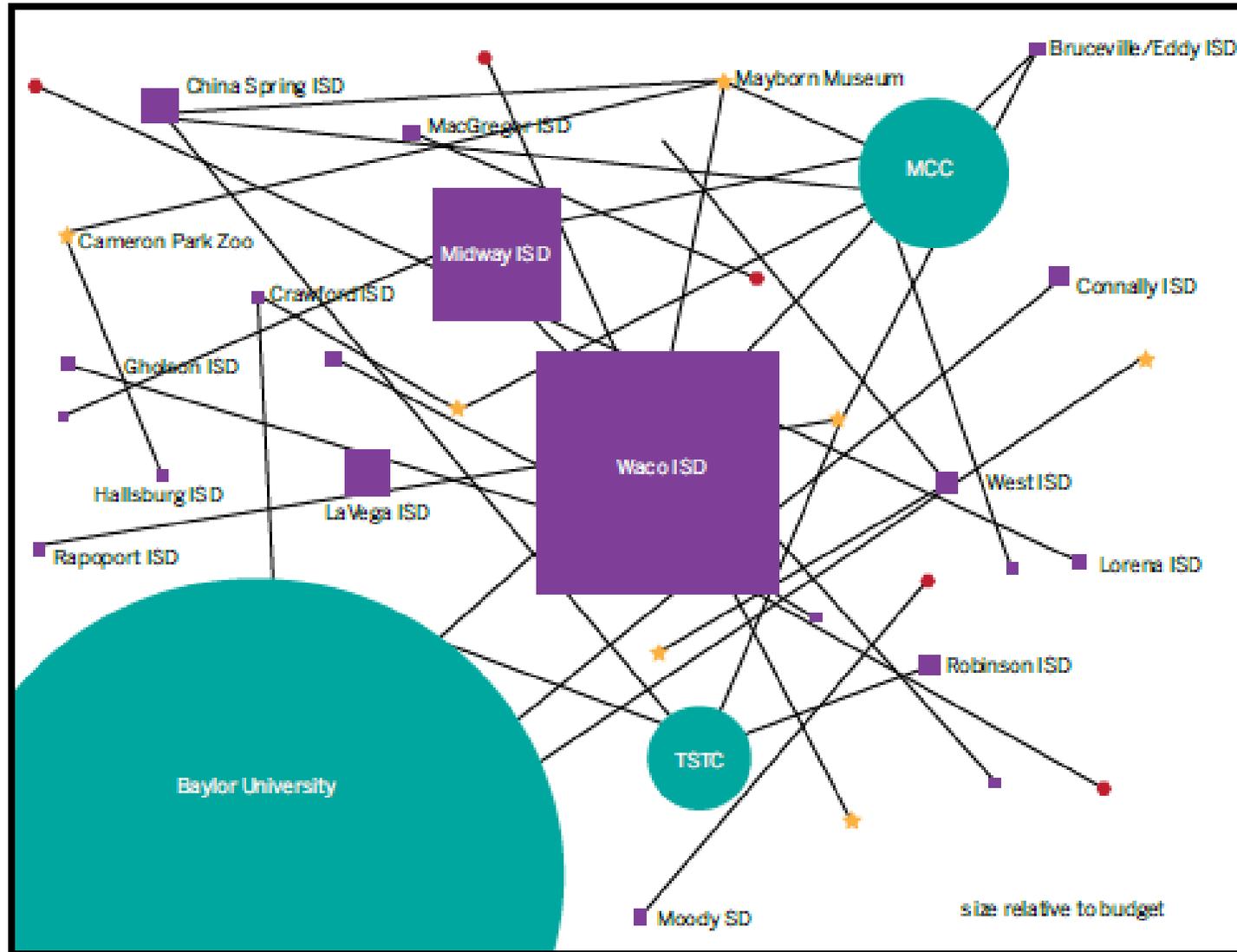
Mayborn Museum

Baylor University

Some Perspective #1: It's All About Priorities



Some Perspective #2: I am 0.45% of my university's budget.



Some Perspective #3: What you don't want to happen....

- Southern Illinois University Museum officially closes
- A visit to the Rose Art Museum, scheduled to be shut down by Brandeis University, raises questions about art's role in a moral society
- Interim Chancellor Brad Colwell announced Thursday the University Museum will close indefinitely on July 1.
- Texas Memorial Museum braces for 75 percent budget cut
- FIT trustees vote to close Foosaner Art Museum, relocate its art collection

Staying Relevant #1. You Must Be Strategic

JEANES DISCOVERY CENTER
Mayborn
MUSEUM

A 2020 Vision- Mayborn Museum Strategic Plan
Four Big Ideas

Assure the Highest Quality Visitor Experience	Increased Community Engagement	Greater Connectedness to Baylor Students, Faculty, and Staff	Fueling Growth through Increased Earned and Development Revenues
<p>Achieve accreditation by the American Alliance of Museums (AAM) by May of 2018</p> <p>Re-conceptualize and increase volunteerism at the museum</p> <p>Improve focus, visibility, use, and care of collections</p> <p>Plan for and create new, innovative hands-on exhibits</p> <p>Utilize our Portal to the Public Program to continue to grow as a leader in presenting relevant science.</p>	<p>Increase breadth and depth of museum programs</p> <p>Increase accessibility through partnerships with area schools, Prosper Waco, and community organizations</p>	<p>Increase use of the museum as a learning lab for museum studies students</p> <p>increased opportunities to serve Baylor University, students, faculty, and staff</p>	<p>Improve the museum's external communication efforts to increase attendance 5% each year</p> <p>Increase earned and development revenues by \$763,000 over plan period</p>

Mayborn Museum Mission Statement
Engaging our community and inspiring lifelong learning through our rich collections, vibrant programs, and hands-on experiences.



BAYLOR
UNIVERSITY

Staying Relevant #1. You Must Be Strategic



BAYLOR

Illuminate

Search Baylor

Illuminate

About

Four Pillars

Five Initiatives



ILLUMINATE

ACADEMIC STRATEGIC PLAN • 2018 - 2022

“...where research discoveries illuminate solutions to significant challenges confronting our world and where creative endeavors reflect the breadth of God’s creation.”

EXPLORE



Five Signature Academic Initiatives

Five interdisciplinary areas of focus will strengthen scholarship, deepen learning and improve teaching as Baylor continues to pursue excellence in undergraduate education and growth in graduate education.



HEALTH



DATA SCIENCES



MATERIALS SCIENCES



HUMAN FLOURISHING
AND ETHICS



BAYLOR IN LATIN
AMERICA

Staying Relevant #1. You Must Be Strategic

 **BAYLOR** | Media Communications

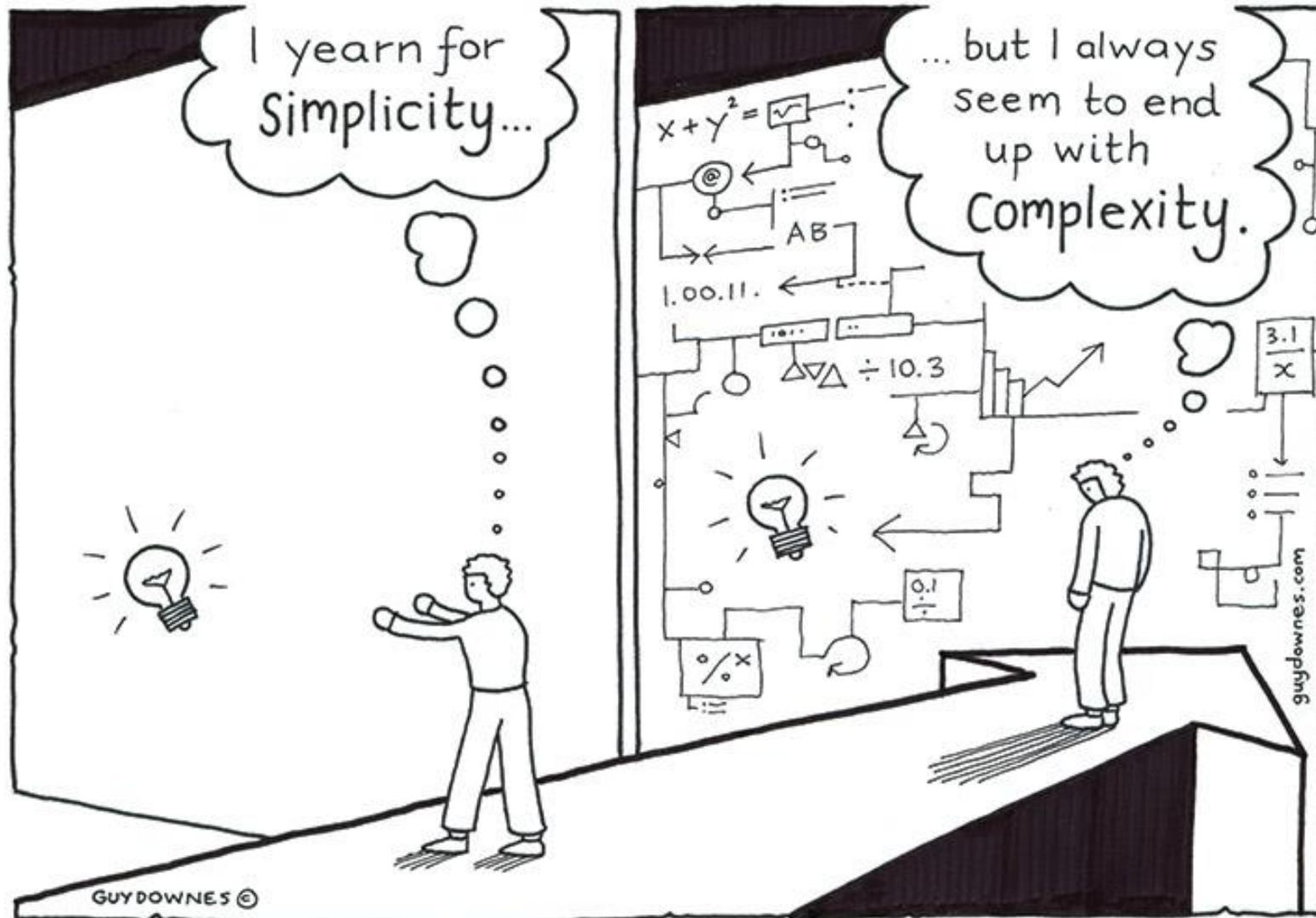
Featured | Research | Announcements | Accolades | Hot Topic | In the News | Experts | Contacts + More Info

Art Exhibit at Mayborn Museum Complex Focuses on the Current Central American Refugee Crisis



Photos and graphics from the Northern Triangle exhibit (Photos from Borderland Collective)

Staying Relevant #2. You Must Be Systemic



Staying Relevant #2. You Must Be Systemic



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Mayborn Museum Complex Receives \$10,000 Grant from The Allergan Foundation

Nov. 10, 2017

Contact: [Terry Goodrich](#), (254) 710-3321

Follow us on Twitter: [@BaylorUMedia](#)

Staying Relevant #2. You Must Be Systemic



TITANIC
THE ARTIFACT EXHIBITION
JUNE 2 - JANUARY 6, 2019

TICKETS

EVENING SOIRÉE

ABOUT

The image is a promotional banner for a Titanic artifact exhibition. It features a large, dark-hulled Titanic ship with its four iconic funnels, sailing on the ocean under a dramatic sunset sky with orange and red hues. The ship is positioned in the upper half of the frame. Below the ship, the text 'TITANIC' is written in a large, white, serif font. Underneath that, 'THE ARTIFACT EXHIBITION' is written in a smaller, white, serif font, followed by the dates 'JUNE 2 - JANUARY 6, 2019' in an even smaller white serif font. At the bottom of the banner, there are three rectangular buttons with thin gold borders, each containing a white serif label: 'TICKETS', 'EVENING SOIRÉE', and 'ABOUT'.

Staying Relevant #3. Add Value to the University

m "Teenage Mutant Ninja Turtles" Mayborn Museum



Michelle Gonzalez

Buy Now

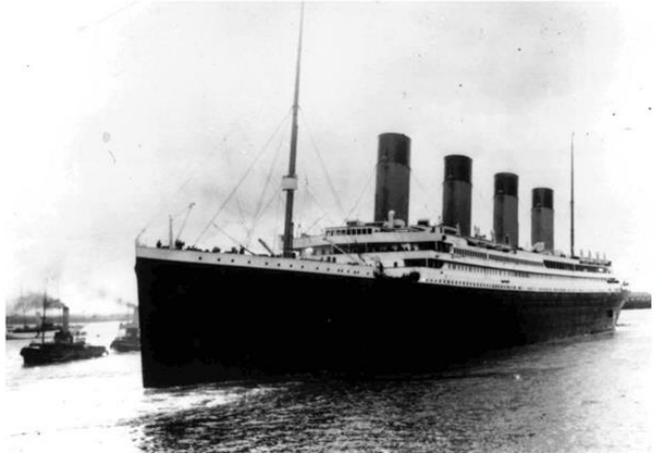


Today's Deals



Mayborn Museum puts Titanic exhibit tickets on sale

By CARL HOOVER choover@wacotrib.com Apr 8, 2018



What's Happening

- A deer fawn fell 60 feet off a cliff if angler's quick action saved her from
- For CEOs, \$11.7 million a year is the pack
- NY Lottery sets sales record, hauls \$10B
- The Latest: Student counted 16 s

Spring break at Mayborn M

Mar 5, 2018



Parents and children turn out at the Governor Bill & Vara Daniel Historic Village at the Mayborn Museum for two weeks of Spring Break activities for children. Jerry Larson

Staying Relevant #3. Add Value to the University



baylor **Lariat**



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Students solve the mayhem at the Mayborn

By [Julia Vergara](#) - October 9, 2017



Staying Relevant #3. Add Value to the University

BAYLOR PROUD CATEGORIES MORE SUBSCRIBE

'Portal To the Public' brings Baylor research to life at Mayborn Museum

OCTOBER 3, 2017 // POSTED IN ACADEMICS, RESEARCH



Over the summer, Dr. Fan Zhang, PhD '16, a post-doctoral fellow in [Baylor's environmental science program](#), prepared for an important speech highlighting the usefulness of her research to a very demanding audience. It was vital that she communicate her work on nanoparticles in a way that was accessible and interesting; if she lost the listeners, she might never get them back.

Staying Relevant #3. Add Value to the University



Staying Relevant #4. Add Value to the Community

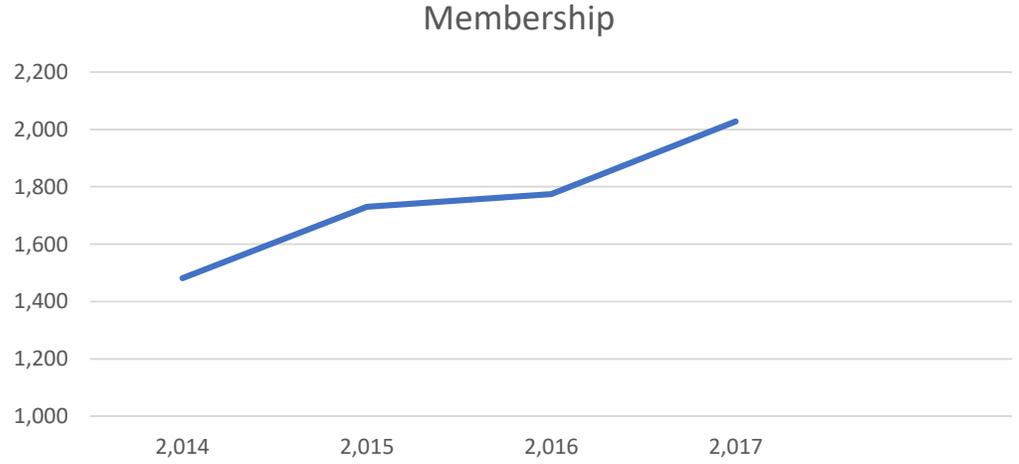
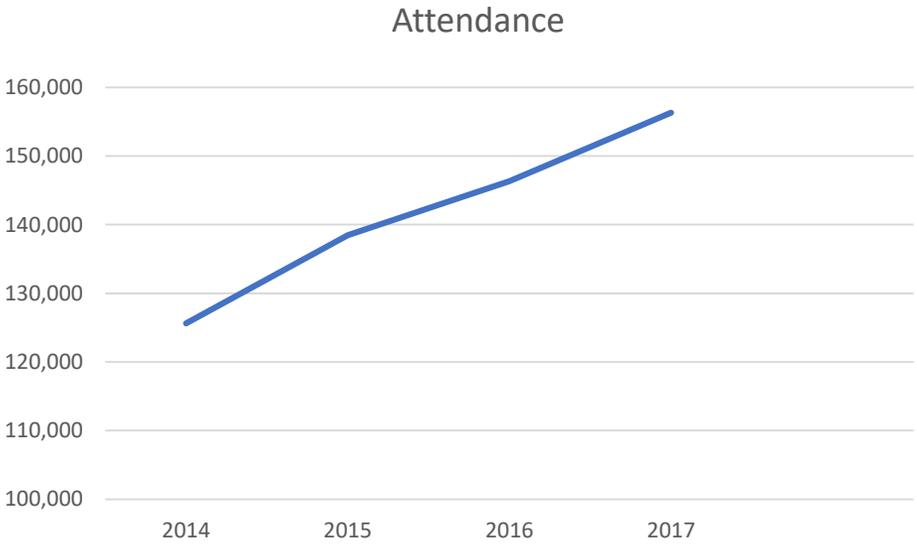


MAYBORN MUSEUM SCIENCE NIGHT

Posted on November 29, 2016 by Prosper Waco

On October 20, 2016, more than 300 students and parents from Brook Ave Elementary School and West Ave Elementary School visited the Mayborn Museum Complex to participate in a free Science Night. During Science Night, families, students and school faculty experienced all the exhibits the Mayborn Museum offers with a unique twist—displayed throughout the museum were TEKS aligned activities. This type of event strives to bring together what students learn in the classroom into another setting, while also bringing in a family engagement aspect.

Staying Relevant #4. Add Value to the Community



Staying Relevant #4. Add Value to the Community



scientists & teens exploring our world

[About](#) [Get Started](#) [Blog](#) [Directory](#) [Resources](#) [Log in](#)

What is a Teen Science Café?

Teen Science Café out-of-school programs are a free, fun way for teens to explore the big advances in science and technology affecting their lives. Teens and STEM experts engage in lively conversations and activities to explore a topic deeply.

The TSCN can help you get started now.

[Join Us](#) >

What is the Teen Science Café Network?

We are a community of practice providing the highest quality resources and support to organizations who implement a teen science café. Our members are committed to help one another and continually improve the teen science café experiences and their impacts.

TX – Central Texas Teen Science Café

1300 S. University Parks Drive
Waco, Texas 76706
Mayborn Museum



Sherry DeHay

Teen Science Café Co-Coordinator

[Contact Site](#)



Emily Clark

Teen Science Café Co-Coordinator

[Contact Site](#)



Sarah Miller

Teen Librarian & Program Planner

[Contact Site](#)

Staying Relevant #4. Add Value to the Community



Staying Relevant #5. Partnerships Make the Museum Stronger



A Final Thought - Make Your Case!



"A cat killer? Is that the face of a cat killer?
Cat chaser maybe. But hey—who isn't?"

	Mayborn Museum	Museum A	Museum B	Museum C	Museum D	Museum E
Cost / Visitor	\$21.66	\$78.37	\$28.18	\$39.37	\$34.02	\$ 8.01
Cost / Square Ft.	\$20.98	\$77.62	\$44.27	\$68.28	\$52.17	\$63.25
Cost / # Collections	\$10.91	\$0 .89	\$0 .33	\$17.83	\$ 5.57	NA
Average of Ratios	\$17.85	\$52.29	\$24.26	\$41.82	\$30.58	\$35.63

Mayborn Museum Complex Comparables

Museum	Mayborn Museum Complex	Arkansas State University Museum	University of Colorado Boulder Natural	Harvard Museum of Natural History	McClung Museum of Natural History
Type of Museum	History & Natural History	Natural History, History, & Culture	Natural History & Anthropology	Natural History	Natural History, Science, Archaeology, Art, History
FT Staff	28	4	20	13	11
PT Staff	11	4	13	21	27
Volunteers	200	for events only	80	30	121
Admission Fee	Adu \$6, Sr \$5, Ch \$4	Free	Adu \$3, Ch/Sr \$1	Adu \$12, Stu/Sr \$10, Ch \$8	Free
AAM Accredited?	No	Yes	Yes		Yes
Square Footage	143,000 (incl outdoor space)	36,338 (total), 19,000 (exhibits)	52,000 (in 4 different buildings)	30,000 (exhibits)	38,000 (total), @3,000 (exhibits), auditorium used for UT classes
Size of Collection	@275,000 objects	60,000 objects	4,500,000 objects	25,000,000 (for 6 museums)	25,000 general, @5,000,000 scientific
Outdoor Site?	Yes	No	No	No	No
Annual Attendance	138,430	48,000 (but last 2 years 75,000+)	51,500	220,000	53,700
Operating Budget	\$2,581,175 (not including utilities, grounds maintenance, IT support, which the university provides outside of budget)	\$303,665	\$4,036,000	\$25,000,000 (combined for 6 museums)	\$1,682,277
City, State	Waco, TX	Jonesboro, AR	Boulder, CO	Cambridge, MA	Knoxville, TN
City Population	129,030	71,500	103,000	107,000	183,000
County Population	241,000	101,500	310,000	829,000	445,000
Affiliated University	Baylor University	Arkansas State University	University of Colorado Boulder	Harvard University	University of Tennessee
Student Enrollment	16,263	13,144	30,265	21,000	27,410
PhD Granting?	Yes	Yes	Yes	Yes	Yes
MUSEUM STUDIES DEPARTMENT?	Yes	Yes	Yes	Yes	No
Public or Private?	Private	Public	Public	Private	Public
Sources of Info	RAM Director, U.S. Census Bureau, Baylor University website, museum director, SACIS Report	RAM Director, U.S. Census Bureau, Arkansas State University website, museum director	RAM Director, U.S. Census Bureau, University of Colorado Boulder website, museum website, museum director	RAM Director, U.S. Census Bureau, Harvard University website, museum director	RAM Director, U.S. Census Bureau, UT website, museum website, museum director

Museum	Museum of the Rockies	Natural History Museum of Utah	University of Michigan Museum of
Type of Museum	Natural History, Western Art, Science, Living History	Natural History (mostly Colorado, Utah, and Great Basin focus)	Natural History, Astronomy, Geology, Anthropology (some MI focus)
FT Staff	30	60	10
PT Staff	6	150	5 (+50-60 paid student docents)
Volunteers	260	300	3
Admission Fee	Adu \$14.50, Sr/MSU Stu \$13.50, Ch \$10, Ch under 4 free	Adu \$13, Sr/PA Adu \$11, Child \$9, UU Stu free	Free
AAM Accredited?	Yes	Yes	No (will seek once in new building)
Square Footage	34,000 with 19,000 expansion coming	163,000 (total)	19,000 (exhibits), building new facility to be opened in @2019
Size of Collection	360,000 objects	1,500,000+ objects	Not a collecting museum
Outdoor Site?	Yes, The Living History Farm	Bonneville Shoreline Trail is adjacent but not operated/ maintained by	Yes, The Butterfly and Pollinator Garden
Annual Attendance	163,000	250,000	150,000+
Operating Budget	\$6,418,080 (combined University department and Museum)	\$8,504,000	\$1,201,841
City, State	Bozeman, MT	Salt Lake City, UT	Ann Arbor, MI
City Population	40,000	191,000	117,000
County Population	34,700	1,080,000	354,000
Affiliated University	Montana State University	University of Utah	University of Michigan
Student Enrollment	15,294	31,598	43,651
PhD Granting?	Yes	Yes	Yes
MUSEUM STUDIES DEPARTMENT?	Yes (minor)	No	Yes
Public or Private?	Public	Public	Public
Sources of Info	RAM Director, U.S. Census Bureau, MSU website, museum website, museum director	RAM Director, U.S. Census Bureau, University of Utah website, museum website, museum director	RAM Director, U.S. Census Bureau, University of MI website, museum website, museum director

